

# COME #SHOPSMALL WITH US



Please join Small Business Saturday Neighborhood Champion, Downtown Santa Barbara, for **Small Business Saturday on November 30, 2019**. Participation is **FREE** for Downtown Santa Barbara members.

**Block Party:** Downtown Santa Barbara will host a **Small Business Saturday Block Party** on 0-100 block of West Ortega Street from **12:00 pm - 5:00 pm**. There will be free spaces for businesses to host a tent to display marketing material, fliers, menus, coupons, and business cards, along with demonstrations and activities (limited spaces available). This event is an opportunity to promote your business and get people to shop at your store. There will be no vending at the event; this is a promotional opportunity only. This event will also include live music and games including Downtown Trivia, Prize Wheel, Cornhole and more.

**Host a Tent:** We will provide a marked off 10' x 10' tent space for your business. Businesses must provide a tent, a representative during the event, and promotional material. We encourage each business to schedule a demonstration or an activity during the event. DSB will provide a table, a chair, and a tablecloth per request. Each participant must arrive 30-60 minutes before the start of the event for set up.

**Restaurants:** We are encouraging restaurants to participate in Small Business Saturday with “**Sampling State.**” Downtown restaurants are encouraged to offer food samples in your doorway to entice customers to come in.

**Side Walk Sales:** TBA



*To participate, fill out and return this form by November 8<sup>th</sup> and get ready for Small Business Saturday on November 30<sup>th</sup>!*

**Downtown Santa Barbara will:**

- Set up the Block Party Event and provide space for a tent with a table, chair, and table cloth per request on the 0-100 block of West Ortega Street.
- Include your participation on social media, news release, other marketing tools - #ShopSmall - #SmallBizSat - #DowntownSB
- Create a Small Business Saturday landing page on our website, including your business name, website link, address, phone #, and your promotion.
- Encourage shoppers to come
- Deliver Small Business Saturday Balloons to your business location

YES! I would like to participate in the Small Business Saturday Block Party

YES! I would like to participate in "Sampling State"

YES! I would like to participate by providing marketing material

YES! I am offering an instore value-added promotion: \_\_\_\_\_

YES! I would like to participate in Downtown Trivia: \_\_\_\_\_

Provide a question and answer about your business. The question will be included on the trivia sheet at the Welcome Station and if the consumer answers it correctly, they get to spin a prize wheel. Your donation will be listed on the prize wheel along with MTD day shuttle passes and other donated prizes.

YES! I would like to donate game prizes: \_\_\_\_\_

**PLEASE COMPLETE THE FOLLOWING INFORMATION by FRIDAY, NOVEMBER 8th:**

Name of Business: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website URL: \_\_\_\_\_



Email or drop off this form to:

Downtown Santa Barbara

27-B East De la Guerra Street

For additional information please contact

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Phone: 805-962-2098

